

Frederick Loeser & Co.

Brooklyn Advertisements.

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BROOKLYN.

A Cause for Celebration

"How Fortune piles her sports when she begins to practice them." What a Monday of opportunities this store will make, followed close on the heels by the Fourth. A commanding moment in the annals of business history, supported by a vigorous and resourceful army of unconquerable prices. Not a customer that won't be recruited and replenished by large and unusual savings that will practically contribute to the celebration of a happy holiday.

More Carloads of Muslin Underwear.

Second Week of Our Greatest Midsummer Sale.

The unprecedented result of our sale last Monday is intensely gratifying to us as a mark of confidence—a confidence, judging from results, is steadily growing and increasing; and we have, too, the satisfaction of knowing that every purchaser obtained more than her money's worth. We are encouraged by your appreciation to again offer you the opportunity of testing how thoroughly we have the interests of our clients in mind. We have not considered profit in making the prices; we have sacrificed that; in fact, in many cases we offer garments at less than actual cost, our sole thought being to make this the greatest and most beneficial sale of Underwear, Shirt Waists, Wrappers, Corsets, etc., ever known.

Corset Covers. Muslin Corset Covers, perfect fitting, felled seams, at 5c. Cambric Corset Covers, V shape and square neck, embroidered and lace trimmed, at 19c. Finer lot, handsomely embroidered and lace trimmed, at 29c., 39c., 49c., 59c., 79c., 99c. Good Muslin Chemises, corded band, at 25c. Good Muslin Chemises, embroidered, at 30c. Fine Cambric Chemises, in a variety of styles, at 59c., 79c., 99c.

Sweeping Reductions in Colored Shirt Waists. Percale Shirt Waists in stripes and figures, neat colorings, felled seams, and collar, at 19c. Reduced from 29c. Fancy Lawn and Percale Waists in very desirable colorings, light, medium and dark, at 29c. Reduced from 39c. A splendid lot of assorted Waists in light and medium colorings, of the best makers, at 29c. Reduced from 39c. AT 69c. Reduced from \$1.25—Fine Percale and Fancy Lawn Waists, pretty and dainty, of the Unique, Derby and Trojan make. AT 99c. Reduced from \$1.69 AND \$1.98—A well-assorted lot of fine Waists, including the Marquise, Geisha, Derby and Unique, in fine Madras, Gingham, Cheviots and French Percales; some necked and others trimmed with embroidery. Still finer lot \$1.25 and \$1.45; were \$1.79 to \$3.25.

Night Gowns. Good Muslin Gowns in three styles; solid tucked yoke with ruffle; the other two styles with embroidery and lace trimming, at 25c. Good Muslin Night Gowns, four styles, V shape and high neck, embroidery trimmed, at 39c. Better quality of muslin, Empire, V shape and square neck, prettily trimmed with embroidery, at 49c., 59c., 69c. An exceptional lot of fine Gowns, some nainsook, others cambric and fine muslin, seven styles; low V neck, others square and Empire effects, very prettily trimmed with dainty embroideries and some with lace, at 79c., 99c. Still finer lots at \$1.19, \$1.59, \$1.98.

Silk Waists. AT \$1.98 INSTEAD OF \$2.98 AND \$3.98—A well-assorted lot of China Silk Waists in black and assorted colors, tucked front and back; also, Taffeta Silk in neat checks in this lot. AT \$2.98 INSTEAD OF \$4.98—A well-assorted lot of Taffeta Silk Waists in checks and stripes, very pretty and stylish, exceptional values at \$3.98 and \$4.98; were from \$5.00 to \$7.50.

50c. for 75c. and \$1.00 for 1.50—Sonnets Corsets. 675 pairs of the well-known Sonnette Summer Corsets in three lengths, including cyclist, made of imported netting, well boned, perfect shapes, both lace and embroidery trimmed, sizes 18 to 30. Also balance of our special lot of imported Z.Z. Corsets in fancy colors at \$1.29; were \$3 a pair.

Drawers. Good Muslin Drawers, with 5-inch cambric ruffle, at 19c. Good Muslin Drawers, with embroidered ruffle, at 25c. Good Muslin Drawers, with umbrella ruffle, at 39c. and 49c. Good Muslin Drawers, lace trimmed, at 59c., 79c. and 99c.

Wrappers. AT 37c. INSTEAD OF 79c.—A splendid lot of Percale and Lawn Wrappers, made with light, medium and dark effects, full front, some braided yoke, wide skirt. AT 59c. INSTEAD OF 98c.—Fancy Lawn and Percale Wrappers, yoke front, braid trimmed, in very desirable colorings, light, medium and dark, full skirt, tight back. AT 79c. INSTEAD OF \$1.25—A fine lot of Percale and Lawn Wrappers, made ruffle over shoulder, others with fancy yoke, full skirt. AT 98c. INSTEAD OF \$1.50 & \$1.75—Extra quality of Fancy Lawn and Percale Wrappers in Lavender, Navy, Pink and Blue effects, made with deep lapel, edged with embroidery. Finer lots \$1.19, \$1.79, \$1.98.

Manufacturers' Samples. A very attractive lot of sample garments from some of the leading makers, as well as some pieces taken from our stock, slightly soiled, it is true, but practically none the worse for it. Gowns, Skirts, Chemises, Drawers and Corset Covers; they are elaborately trimmed, at greatly REDUCED PRICES.

Aprons. White Lawn Aprons, hem and tucks, also Gingham Kitchen Aprons, fancy borders, 5c. Mids' and Waitresses' Aprons, deep hem, 19c., 25c., 39c. AT 79c. REGULAR \$1.25—Good White Lawn Waists, yoke effect, full front, pearl buttons. AT 98c. INSTEAD OF \$1.50—Fine White Lawn Waists in a variety of styles, tucked front, some with three rows of embroidery and a limited number with twelve rows of inserting, all at 98c. AT \$1.19 INSTEAD OF \$1.69—Fine White Lawn Waists, handsomely embroidered in the Geisha and Ideal makes. Still finer lot, elaborate embroidery and some lace, at \$1.45, \$1.69, \$1.98; regular from \$2.00 to \$2.79.

For the Infants. A special lot made with 9 tucks and lace ruche, 25c. A splendid lot of embroidered Caps, some of the popular Dutch shape, prettily trimmed with embroidery, 49c. and 79c. A special lot of Sun Bonnets, made of solid embroidery, 49c. Fancy colored Dresses, trimmed with embroidery, 39c. and 49c. In White Lawn and Nainsook, in several styles, prettily trimmed with embroidery, at 59c., 79c. and 98c. A sample lot of long and short Dresses and long and short Flannel Skirts, slightly soiled, at greatly reduced prices.

Closed July 4th. Pianos at Wholesale Prices. Special Sale

Of the Charles & Mayer stock of new and nearly new

Upright Pianos. Better Pianos at \$150 Than you can get elsewhere for \$250.00.

Better Pianos for \$200 and \$250. Than you will find elsewhere for \$300.00 and \$350.00.

Sterling Upright Grands.

Rich designs in beautiful natural woods. Plain Cabinet Grands, \$250 to \$300. Plain Upright Grands, concert scale, \$300, \$350, \$400. Beautifully carved and decorated Upright Grands, \$300 to \$450. Sterlings have been the musician's choice for 40 years.

120,000 IN USE. SPECIAL.

15 Second Hand Uprights, in strictly first-class condition. All were taken in exchange for Sterlings.

PRICES: \$75.00, \$95.00, \$125.00 to \$225.00. Original prices, \$200.00 to \$450.00.

25 Square Pianos, in perfect repair. \$25.00, \$40.00, \$60.00, \$75.00. Small monthly payments.

The STERLING Piano Co.,

WHOLESALE AND RETAIL WAREROOMS (Entire building, four floors.) 536 FULTON ST., Brooklyn. Open Monday and Saturday Evenings. Look for the name STERLING.

CAP'S IN FOGS OR OPPORTUNE DIVES.

Whether He Did It or Not, Buckport's Old Ferryboat is Running Again.

Buckport, Me., July 1.—Science may laugh at the idea of a human tidal wave and many people right here in Buckport took such the idea that Capt. Hiram Fogg had not fallen overboard a few nights ago the Joseph G. Totten would not have been launched that night.

The Penobscot River at Buckport is half a mile wide and communication with the further side is accomplished by means of ferryboats—a dory for single passengers and a scow for teams. In summer, after the huge chunks of ice have all gone out of the river, the Joseph G. Totten is in commission. The Totten is a craft of fearful and wonderful construction. Her hull is made of a heavy iron plate and is covered with miniature paddles on each side. These are actuated by an engine of antique design. By a skillful navigator, having a full knowledge of the currents and tides, the craft can be coaxed across to the opposite side and back in the course of a bright summer's day. It costs more to run the Totten than it does to scull a scow, and hence the ferry company postpones the date of placing the steamboat in commission in the spring as long as possible.

On the night of the 27th, the Totten was out on a cold, calm day. Last fall, the Totten was damaged by a very high tide, which was augmented by a strong wind, used to haul her, and when she was hauled up she was above high water mark further than ever before. The men who attended to the matter were huddled, but they were not only, but it took no thought for the coming spring.

What you see here is a view of the ferry management that was so difficult about the Totten. The highest of the spring tides hardly swished against the bottom of the boat with an ordinary high water she was not even motioned. One man this time was lost by the breaking of the Totten in the course of a bright summer's day. The old salts are of the opinion that the Totten is a very high tide, several weeks of the summer season had now passed and still the ferry was not running and the people were finding fault. On a certain night the entire force of the ferry company was mobilized, a tugchartered and every preparation made to get the old craft off. The water rose higher and higher on the side work and lapped against the bottom, planking, inch by inch it rose and then stopped. It lapped only a few minutes of being free into a lake, the water receded from around the Totten and then a mighty wave came rolling back. Sooner said it was two feet high, but at any rate it lifted the old ferryboat and with the gentleness of the tug she slipped gracefully off the coals work into deep water.

But he never finished the sentence. The buoy came in with a crash directly under the feet and like a treading stone Capt. Fogg fell. There was a sound as of the fall of a miller into a lake, the water receded from around the Totten and then a mighty wave came rolling back. Sooner said it was two feet high, but at any rate it lifted the old ferryboat and with the gentleness of the tug she slipped gracefully off the coals work into deep water.

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MATTHEWS.

UNUSUAL EXHIBIT and SALE OF SHIRT WAISTS. UNUSUAL LEATHER GOODS SALE.

This store established to supply the people with merchandise, at the smallest possible profit—goods marked always on cash basis—notice the quality and prices—greatest advantage made to buyers under all circumstances.

Midsummer Sale of MILLINERY. New Trimmed GOLF HATS.



Rich designs in beautiful natural woods. Plain Cabinet Grands, \$250 to \$300. Plain Upright Grands, concert scale, \$300, \$350, \$400. Beautifully carved and decorated Upright Grands, \$300 to \$450. Sterlings have been the musician's choice for 40 years.

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LADIES' SUITS.

The demand for Ladies' Tailor-made Suits still continues—our stock for the season has never been better, and embraces everything that is new, most stylish and desirable. We have marked every suit to move quickly, some of which were as high as \$40.00 and \$60.00 received the cut as well as the lower grades. You will certainly find it to your advantage to look here before buying elsewhere.

92 Ladies' Fine All Wool Tailor-Made Suits, in the latest up-to-date styles—jackets all silk lined—\$15.00, at \$8.95.

463 Ladies' Extra Fine Venetian cloth, covert and habit cloth suits, great many fine lined—\$20.00 and \$25.00—\$15.00.

67 Ladies' Extra Fine Tailor-made Costumes, newest and handsomest goods, elegantly lined with silk—construction in every way equal to \$75.00 and \$100.00 made-to-order suits, \$24.98.

SKIRTS. There is nothing so comfortable, pretty and cool as a wash skirt. We have 3,000 to select from, in all the latest styles and materials, from \$1.49, \$1.98, \$2.50 to \$16.00.

Department of Photography and Camera Supplies. Our method in buying in this department is the same as a wise and prudent man adopts in making a thoughtful purchase at retail.

1st, Quality. 2nd, Economy. 3rd, Adaptability. 4th, Practicability. 5th, Durability. What is the Demand?

The above explains why WE have a large stock of Cameras and Kodaks, up to date, as well as a complete line of materials and accessories.

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The Event of the Year in Boys' Clothing.

25% from Our Entire Stock of Boys' and Youths' Suits. A sale that means a great deal more to the parent who has a boy to clothe than may be grasped at the first reading. It's not exaggeration to say you have never before been offered the chance to select from a perfect stock of the highest grade of clothing at such a discount—a quarter off. And, remember, it applies to our entire stock of Boys' and Youths' Suits, consisting of hundreds of seasons and stylish things. Nobby Sailor Blouse Suits and handsome Vestee Suits for ages 2 1/2 to 12 years. Vest Suits for ages 8 to 16 years, and the highest grade of Double Breasted Suits for half dress and school wear, to fit lads of 7 to 16 years. All made from carefully selected all wool cloths in blue, black and plaid mixtures; very best linings and sewn with silk. Also all the complete and many broken lots of Youths' Suits and Old Trousers for ages 15 to 20 years. The making and fitting of these garments are equal to Custom Tailoring (a chance for small or slender men, too). A big portion of these Youths' and Boys' Suits have already been reduced about one-fourth the former low prices. The original price tickets remain. You take 25 per cent. off the present selling price on any Suit or Top Coat.

Great Reductions in Summer Costumes.

AT \$6.50, \$9.98, \$11.50, \$14.50 AND \$21.00. REDUCED FROM \$9.75, \$14.50, \$19.50 AND \$43.00—Eighty-five Summer Costumes in pretty designs of French Organdie, Fancy Lawn, Swiss, and other washable fabrics, beautiful in design, daintily trimmed with fluffy combinations, laces, embroideries, ribbons, etc.; reduced to these ridiculously low prices for Monday.

AT \$4.50, \$6.50, \$8.25 AND \$11.50. REDUCED FROM \$11.75, \$15.25, \$17.50 AND \$26.00—Sixty Tailored Suits in Linen, Denim, Pique and Duck, including the Eton, Rebec and other smart styles, some plain and others trimmed with washable braids, etc.

AT 85c. TO \$2.95. REDUCED FROM \$1.25 AND \$4.50.—From a leading maker of women's skirts who anticipated his clearing out earlier than usual and passed these 900 Separate Skirts to us at prices 1/3 less than usual. The benefit is yours, of course.

Matchless Prices for Cotton Wash Goods.

4c. to 12c., reduced from 10c. and 30c. Section C, Extreme Rear. The clearing up of the stocks in the wholesale markets enables us to offer these in every way desirable fabrics at prices that have never before been thought possible.

AT 4c. REDUCED FROM 10c.—29-inch Prince Royal Pique, small designs, dots and stripes on dark and light grounds.

AT 8c. REDUCED FROM 12c.—29-inch Cotton and Handspan Galatea in plain colors and neat stripes; an excellent skirting material.

AT 12c. REDUCED FROM 12c.—30-inch Undine Batiste in a choice selection of colors.

A Tumble in Tumblers.

39c. Dozen for the 60c. to 90c. Kinds. To-morrow—and to-morrow only—a special sale of Tumblers at one-half and less than one-half of Saturday's prices. These Tumblers are made of the very best quality of lead glass, thin and light, but strong and as clear as crystal. Table Tumblers engraved in six of the best styles, and beer, ale, champagne, soda and other Tumblers in clear crystal.

Lawns and Piques AT 15c. REDUCED FROM 25c.—A goodly lot of 100 pieces of White Persian Lawns, very fine quality.

White Duck and Linen Caps. AT 25c. AND 48c. EACH—Children's Tam Caps, made of white duck and linen.

New Golf Hats A very large assortment, all trimmed, white silk and white mull, with long quills, all ready for wear. Rough Brims at 58c., 98c., \$1.48; regular price 98c. to \$2.25. Fine White Millans, in six different shapes, at \$2.75; regular price \$3.25. Fine French Felt, in pearl and gray, from \$1.98 to \$2.98 each; regular \$2.25 to \$3.75.

Another Ribbon Flurry.

2c. to 39c. instead of 8c. to 75c. A lot of 27,500 yards long ends of all kinds of all-silk Ribbons, in lengths of 1 1/2 to 9 1/2 yards, 1/2 to 6 1/2 inches. Section C, Extreme Rear.

Refrigerators Greatly Reduced.

The celebrated Jewett Refrigerators we offer to-morrow at a saving of nearly one-quarter below the special low prices of last week. Made of oak, finished with three coats of coach varnish and lined with zinc and heavy galvanized iron, and filled with charcoal between a heavy sheathing of paper lining.

AT \$4.75. REDUCED FROM \$5.80—No. 19 Refrigerator, 38 inches high, 24 inches long, 16 inches deep; ice capacity, 35 lbs.

AT \$6.75. REDUCED FROM \$7.88—No. 21 Refrigerator, 41 inches high, 28 inches long, 17 1/2 inches deep; ice capacity, 41 lbs.

AT \$9.50. REDUCED FROM \$11.75—No. 421 Refrigerator, has removable ice chamber, 40 1/2 inches high, 28 inches long, 18 1/2 inches deep; ice capacity, 41 lbs.

AT \$10.75. REDUCED FROM \$13.25—No. 422, has removable ice chamber, 43 inches high, 30 inches long, 20 inches deep; ice capacity, 70 lbs.

AT \$11.98. REDUCED FROM \$15.00—No. 423, has removable ice chamber, 45 inches high, 33 1